

Louisville Metro Council City Agency Request

- **Neighborhood Development Fund (NDF)**
- Capital Infrastructure Fund (CIF)**
- Municipal Aid Program (MAP)**
- Paving Fund (PAV)**


Primary Sponsor: Barbara Sexton Smith

Amount: \$20,000 **Date:** 10-4-18

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 Request for Proposals (RFP) for the Smoketown Neighborhood Plan

City Agency: Develop Louisville
Contact Person: Kendal R. Baker
Agency Phone: 502-574-5822

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.

4	<input type="checkbox"/>		\$20,000	10-4-18
District #			Amount	Date

Approved by: _____
 Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: _____ To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Develop Louisville

Program/Project Name: Smoketown Neighborhood Plan

	Yes/No/NA	
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes	<input type="checkbox"/>
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	Yes	<input type="checkbox"/>
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	Yes	<input type="checkbox"/>
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	NA	<input type="checkbox"/>
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	No	<input type="checkbox"/>
Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	NA	<input type="checkbox"/>
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	Yes	<input type="checkbox"/>
Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	NA	<input type="checkbox"/>
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes	<input type="checkbox"/>

Submitted by: _____ Christa Robinson

Date: 10-4-18

Robinson, Christa

From: Baker, Kendal
Sent: Friday, October 12, 2018 11:23 AM
To: Robinson, Christa
Cc: Milliken, Gretchen P; Smith, Allison S.
Subject: Smoketown Neighborhood Plan funding

Christa,

This is to confirm that Advanced Planning/Develop Louisville has allocated \$20,000 in matching funds for the Smoketown Neighborhood Plan. A Request for Proposals (RFP190055) will be issued on October 19 and will close on November 19.

Please let me know if you have any questions or need additional information.

Kendal R. Baker, AICP
Planning Manager, Advanced Planning
Develop Louisville
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Email: kendal.baker@louisvilleky.gov

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OFFICE OF
**ADVANCED
PLANNING**
A Division of Develop Louisville

Robinson, Christa

From: Baker, Kendal
Sent: Thursday, September 27, 2018 4:40 PM
To: Robinson, Christa; Sexton Smith, Barbara
Cc: Milliken, Gretchen P; Smith, Allison S.; Probus, Kelly
Subject: Smoketown Neighborhood Plan

CW Sexton Smith/Christa:

The Request for Proposals (RFP) for the Smoketown Neighborhood Plan is submitted and is processing through Purchasing. I would expect that the RFP will be ready to be put out for bids in the next 2 weeks. The RFP will be out for 21 days. Once the RFP closes, we will begin the RFP evaluation and consultant selection process. This puts us on a schedule to be ready to have a consultant contract around Thanksgiving/ first of December.

Before a contract is executed, Purchasing will require all funding to be in place in a cost center. Therefore, I would suggest that your office begin the process to transfer matching funds (\$20K) to Develop Louisville/Advanced Planning. As I recall, this typically requires a resolution through Metro Council to execute this transfer.

Call or email if you have questions or if you want to discuss further. Thanks so much!
Ken

Kendal R. Baker, AICP
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SMOKETOWN NEIGHBORHOOD PLAN RFP ATTACHMENT

Louisville Metro Government is seeking proposals to develop a neighborhood plan for the Smoketown neighborhood. This plan would build upon and update the existing Smoketown/Shelby Park Neighborhood Plan, adopted in 2002.

Background

The Smoketown neighborhood is located one mile southeast of downtown Louisville. It is bordered by Broadway on the north, South Floyd Street on the east, East Kentucky Street on the south, and Beargrass Creek on the west. Smoketown covers 253.3 acres.

Smoketown has been a historically black neighborhood since the Civil War. German immigrants were some of the earliest Smoketown settlers in the years leading up to the Civil War, but the post-war economic boom in Louisville saw an influx of black settlers. The neighborhood contains a National Register Historic District which includes a variety of residential, commercial, industrial, and institutional buildings.

The Smoketown neighborhood has a population of 1,635, with 875 households. Sixty-nine percent (69%) is Black or African American, 25% is White, 3% is two or more races, 2% is Asian, and 1% is Hispanic or Latino (any race).

Smoketown is a youthful neighborhood, with almost 30% of residents under the age of 15 and 13.2% is under the age of 5. The median age for Smoketown is 30.0, compared to 37.9 for Louisville Metro overall. Only 5% of Smoketown is above the age of 65, while Louisville Metro's population over 65 is 14.1%.

Smoketown has a higher share of renter occupied housing than Louisville Metro (45.7% versus 34.4%), and a lower share of owner occupied (19.7% versus 55.8%). In 2015, an estimated 34.6% of Smoketown housing was vacant; Louisville Metro has an estimated 9.8% of vacant housing. Detached single-family homes are the most common form of housing in Smoketown at 50.2% of the housing stock. The majority of this housing (63.3%) was built prior to 1939.

Only 11.2% of neighborhood residents have a college degree, while college rates for all Louisvillians is nearly 40%. The median household income for Smoketown is \$22,250, compared to Louisville Metro's median of \$48,695. Over half of Smoketown households earn less than \$24,999; almost a third of Smoketown households make less than \$10,000. The unemployment for Smoketown is 17.4%, versus 8.4% for Louisville Metro. Fifty-six percent (56%) of Smoketown renters are cost burdened by rent, meaning they spend more than 30% of their income on rent.

Notable institutional properties in Smoketown include Meyzeek Middle School, Bates Memorial Baptist Church, Tabernacle Missionary Baptist Church, Grace Hope Presbyterian Church, Smoketown Family Wellness Center, YouthBuild, and the MSD Logan Street Combined Sewer Overflow Basin. A new Boys and Girls Club is proposed for development in Smoketown; completion is expected in 2019. Two parks, Lampton Park and Ballard Park, are located in Smoketown.

(Source: "A Document to Inform the: Smoketown Neighborhood Plan," University of Louisville Master of Urban Planning Program, 2017).

Technical Information

Neighborhood plans are intended to address the planning needs and policy goals of the citizens of the neighborhood plan area. They must be prepared in accordance with Chapter 161 (Neighborhood Plans) of the Louisville Metro Code of Ordinances. The following are mandatory sections of Neighborhood plans:

- 1) Introduction – a description of the neighborhood background, purpose of plan, overview of the planning process, and map showing neighborhood boundaries.
- 2) Vision Statement – a concise statement that describes the image of the neighborhood in the future, in terms of both values and assets.
- 3) Neighborhood Identity – a description of the neighborhood as it presently exists, including history, demographics, existing conditions, and defining characteristics.
- 4) Land Use/Community Form – an explanation of the existing pattern of major public and private land uses; proposal for future patterns of land use to preserve or improve its general character.
- 5) Mobility – a transportation section, including a description of all existing and projected modes of transportation.
- 6) Plan Implementation – recommendations set forth in the neighborhood plan, with implementation responsibility and time frame articulated
- 7) Executive Summary – a brief restatement of the vision statement and recommendations defined within each plan section, in a summary format, that is consistent with the comprehensive plan. This section is adopted as an amendment to the comprehensive plan, Cornerstone 2020.

The Neighborhood Plan may also contain sections relating to other areas of concern to the neighborhood. These sections may include, but are not limited to: Public Safety; Housing;

Economic Development; Environmental Resources; Community Facilities and Services; Parks, Open Space, and Recreation; Urban Design/Special District; and Historic Preservation.

A Neighborhood Advisory Group is appointed by the Mayor, with concurrence of the Metro Council member in which the neighborhood is located. The Neighborhood Advisory Group, which consists of 7 to 15 neighborhood stakeholders, participates in the development of the plan. The role of the Advisory Group includes working with the Metro team and consultant to identify neighborhood issues, find ways to engage residents, and provide input on plan content and recommendations. The Neighborhood Advisory Group, under the leadership of the Louisville Metro staff and its consultant, will regularly conduct meetings as the guiding process to develop the plan.

After a draft neighborhood plan has been prepared as prescribed in the Neighborhood Plan Ordinance, a neighborhood public meeting must be held to discuss the plan and accept public comments. Following that, the Louisville Metro Planning Commission shall hold a public hearing and make a recommendation to Metro Council on the plan. The Metro Council has final adoption authority of the plan, as well as adoption of the plan's Executive Summary as an amendment to the Comprehensive Plan.

CHASE Principles

The neighborhood plan should reflect the five CHASE principles of Plan 2040 as well as the ambitions of the Bowman Field Area and greater community. The five CHASE principles that this plan should consider are:

Connected. Louisville Metro is connected through a multi-modal transportation system that considers all users and provides safe, convenient access to jobs, housing opportunities, and regional and national transportation facilities.

Healthy. Louisville Metro's built environment supports active lifestyles by ensuring that all neighborhoods promote a state of complete physical, mental and social well-being.

Authentic. Louisville Metro is a compassionate community that recognizes its unique culture by supporting the evolution of its neighborhoods through engaging all citizens, encouraging local businesses, promoting art and culture, and recognizing important features in the built and natural environment.

Sustainable. Louisville Metro is a resilient community that improves quality of life for all citizens by encouraging green practices in development and redevelopment of buildings, transportation, and infrastructure.

Equitable. Louisville Metro is a community that values diversity and recognizes that resources, opportunities, and outcomes must be shared by all.

A Document To Inform: The Smoketown Neighborhood Plan

The University of Louisville Master of Urban Planning Program, and supported by the Smoketown Neighborhood Association, developed “A Document To Inform: The Smoketown Neighborhood Plan.” This document was developed as part of a Neighborhood Planning Studio course offered in the Fall of 2017. Over a period of sixteen weeks, seven graduate students researched and analyzed existing conditions and trends of the neighborhood, and engaged with residents in a collaborative and interactive planning process. Three public meetings were held, numerous community events were attended by the students, and one exercise was hosted for neighborhood youth. Through this engagement, the students crafted a neighborhood vision statement, identified key neighborhood assets and liabilities, and developed a set of draft recommendations for future planning documents. The vision statement and draft recommendations are based on themes that emerged in discussions with the community about current and future assets, priority issues, and their overall hopes for the future.

The Smoketown Neighborhood Plan process should continue and supplement the process that was initiated by this plan/document. Much of the background data, community input, visioning and draft recommendations may be incorporated into the new plan document and/or serve as the foundation on which to build upon in creating a new Smoketown Neighborhood Plan.

SWOT Analysis

The planning effort undertaken by the University of Louisville Neighborhood Planning Studio included an analysis of strengths, weaknesses, opportunities and threats (SWOT) for the Smoketown neighborhood.. This analysis reflects information gathered through an existing conditions analysis, conversations with community members, a youth visioning meeting, and two open community vision meetings. Following is a summary of the SWOT input/ideas:

Strengths

Variety of active neighborhood institutions and organizations

Neighborhood identity, heritage and pride

Proximity to downtown

Connected street networks

Racially diverse and young populations

Weaknesses

Vacant properties

Lack of accessible amenities

Graffiti and trash

Tree canopy

Opportunities

Enhance youth involvement in the community

Greater utilization of bike networks

Increasing rates of homeownership

Improving access to services for homeless populations

Harnessing intergenerational relationships

Threats

Gang activity

Rising rents and property value

Addition of undesirable businesses

Negative messaging on billboards

Potential Smoketown Neighborhood Plan Elements

The plan developed by the University of Louisville Neighborhood Planning Studio recommended three key themes to be considered for the final Smoketown Neighborhood Plan. These themes were selected based on the background research/data analysis and information gather from the community engagement process. The following are recommended plan elements and supporting key themes:

1. Land Use and Community Form
 - Housing
 - Centers
 - Facilities and Amenities
 - Business Locations
2. Mobility
 - Pedestrian Safety
 - Balance of Transportation Methods
3. Community Development
 - Job Training
 - Social Networks and Connectivity
 - Engagement for Smoketown Youth

Scope of Work

The consultant shall work under the supervision of the Office of Advanced Planning/Develop Louisville to complete and deliver the following scope of services:

Task 1 – Define plan timetable/scope and neighborhood existing conditions

- 1.1 Document neighborhood demographics, history, and existing conditions, including data and information related to land use, transportation, housing, historic resources, economic development, community facilities, and environmental resources.
- 1.2 Working with the Louisville Metro team, produce a detailed plan and timetable for the plan. A concise process is expected to maintain enthusiasm and momentum for the plan. Workshops/charrettes are preferable to monthly meetings.

Deliverables: The consultant team will create a plan timetable, compile data and produce maps and supporting documentation. These products will be presented to the Advisory Group and will lead to the development of the Neighborhood Identity section of the plan. PowerPoints and handout materials should be provided.

Task 2 – Define and develop a community engagement plan, in conjunction with the Advisory Group process.

- 2.1 Consult, interview, and engage key neighborhood leaders and active neighborhood groups to gather input on process, engagement, and issues.
- 2.2 Facilitate consensus building of key neighborhood leaders and groups to unify community support for the plan.
- 2.3 Educate the community on the purpose and process of neighborhood planning; potentially develop a neighborhood subcommittee structure.
- 2.4 Engage appropriate Louisville Metro agencies (e.g. Safe Neighborhoods, Public Works, Metro Parks, Planning and Design, Housing, etc.) in the planning process.

Deliverables: The consultant team will create a detailed plan for community engagement of key neighborhood leaders and groups, in conjunction with the Advisory Group process. This may include interviews and meetings with neighborhood groups to build consensus on the planning process. A strong presentation and/or other products should be developed as educational tools on the value and importance of the neighborhood plan. PowerPoints, fliers, and other handout materials may be created.

Task 3 – Develop neighborhood vision and plan Goals and Objectives

- 3.1 Working with the Advisory Group, engage the neighborhood in a visioning process to define the desired future of Smoketown.
- 3.2 Based on visioning process, develop goals and objectives for the neighborhood plan.

Deliverables: The consultant team will design and implement a creative process to engage the neighborhood in envisioning the future of Smoketown. This should include at least one charrette, neighborhood public meetings, and other appropriate community engagement exercises and events, at which a PowerPoint presentation, maps, exercises, and other visuals may be used to gather input from participants. The products of this task will include a formal Vision Statement and Goals and Objectives.

Task 4 – Develop neighborhood plan components

- 4.1 Develop a Land Use/Community Form component, which examines the land uses, zoning, and form/character of uses in the neighborhood. This includes analysis of residential, commercial, industrial, and institutional land uses, and recommendations on inconsistent uses and desired future uses/patterns of uses.
- 4.2 Develop a Mobility component, which analyzes and makes recommendations about transportation modes and facilities within the neighborhood

- 4.3 Create optional plan components that the process determines are necessary. Additional plan components are expected for this plan. (A Community Development component is recommended in the University of Louisville Neighborhood Planning Studio planning effort)

Deliverables: The consultant team will lead meetings with the Advisory Group, schedule and lead at least one major charrette/community workshop, and conduct meetings/events with other neighborhood stakeholders to develop the Land Use/Community Form, Mobility, and other plan components. The consultant shall prepare PowerPoints, mapping exercises, or other products necessary to engage the neighborhood to develop the plan components.

Task 5 – Develop implementation plan

- 5.1 Create the implementation chapter of the plan that defines recommendations for all plan components. A recommendation table should be developed, with categories of recommendations, as defined in Chapter 161 of the Louisville Metro Code of Ordinances. This includes recommendations related to Cornerstone 2020/Land Development Code; Capital Improvements/Infrastructure; and Policy/Programmatic. The recommendation table should define the steps to achieving goals and objectives, timeframe, and implementation partners.
- 5.2 Define at least one short-term actionable goal/project with high visibility to ensure a “quick win” resulting from the plan.
- 5.3 Develop a detailed work plan/strategy for achieving implementation. Applicable funding sources should be identified and strategies should be developed focusing on how recommendations can be accomplished.

Deliverables: The consultant team will develop an implementation strategy within the plan document, including a concise recommendation table and a work plan/strategy for achieving implementation. The plan must contain specific implementation recommendations regarding policies, projects, potential funding mechanisms, implementation partners, timeframes, etc. Implementation plan must include at least one significant, high-visibility project, with details outlined for quick execution.

Task 6 – Develop Final Report/Executive Summary and Adopt Plan

- 6.1 Compile all relevant documentation and study materials into a concise final draft report and executive summary.
- 6.2 Assist Louisville Metro Government staff with the neighborhood plan adoption and area-wide rezoning.

Deliverables: The consultant team will deliver a Final Report/Executive Summary with all relevant documentation and study materials. The consultant shall provide color copies of the draft plan for the Planning Commission approval process. The consultant team shall make any required revisions, resulting from the adoption process. An electronic copy of the Final Plan shall be provided. PowerPoint presentations, large format renderings, and other exhibits necessary for the public hearing/approval process shall be provided. The consultant team will attend and present at all required Smoketown neighborhood public meetings, Planning Committee of the Planning Commission meetings, and Planning Commission public hearing meetings.

Compensation

The compensation for this project shall not exceed a lump-sum fee of \$40,000 for all services outlined in this proposal. This amount includes direct expenses for printing, mileage, photography, presentation boards, and renderings. Monthly invoices shall be submitted to the project manager for approval, detailing the work/services completed and percentage of work completed. Not less than 25% of the budget shall be reserved for the development of the plan document and the adoption process, as outlined in Task 6.

Schedule

The schedule to complete this project is anticipated to take 9 to 12 months.

Required Submittals

Proposals submitted must include:

- Firm Description
- List of Key Staff Assigned to Project and Project Team Organization
- Summary of Qualifications of Key Staff
- List/Description of Relevant Projects Completed by Firm/Key Staff
- Detailed Description of Project Approach, including the community engagement process, visioning process, innovative methods/approach proposed for the plan, and projected report format
- List of Five (5) References

The above required information, excluding cover page and required forms, shall not exceed 25 pages.

Bidder shall provide prices for goods as FOB Delivered, unless allowance for shipping, handling, or any associated charge is specified in this section or on the price sheet.

SECTION VI

EVALUATION CRITERIA

RFP Text Only:

After receipt of RFP's, the Metro Government shall evaluate all responses based on the criteria below. During that evaluation, the Metro Government shall rank all responses, again based on the criteria described below. Once the RFP Responses are ranked, the Metro Government shall determine in writing which responses are reasonably susceptible of being awarded the work. The Metro Government shall thereafter conduct negotiations with each of those "reasonably susceptible" Proposers, unless the Metro Government concludes that an award may be made without negotiations, as allowed by KRS 45A.370 (3) and RFP Section I, A, 3.

The Proposals received pursuant to this **Request for Proposals/Competitive Sealed Bid** will be evaluated on the following selection criteria:

- | | |
|--|-----|
| • Firm/Key Staff expertise and experience: | 25% |
| • Relevant previous work/projects: | 25% |
| • Quality of Planning Approach and RFP Submittal | 50% |

Proposals will be reviewed by a committee which may include representatives from:

- Louisville Metro Office of Advanced Planning
- Louisville Metro Council
- Louisville Metro Develop Louisville
- Louisville Metro Planning and Design Services